

**60x30TX**  
**Progress Report**  
**Outreach and**  
**Awareness Efforts**



Texas Higher Education  
Coordinating Board

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Director, External Relations



## Agency Logo/Brand

- *60x30TX* is now the agency's institutional identity
- The logo is incorporated into all communication materials, including presentations and media releases, email signatures, and giveaway items
- Intent to make *60x30TX* top of mind
- Several legislators cited *60x30TX* in committee and floor proceedings to justify legislation





- [www.60x30TX.com](http://www.60x30TX.com) launched May 2017
- During April “soft launch” had nearly 3,000 visitors
- Media release sent to 15,000 Texas and U.S. reporters and editors
- Email announcement to 798 60x30TX workshop attendees across Texas
- Texas Tribune (gratis) 60-day campaign, May-June
  - May analytics: 103,975 impressions

## Meetings and Events

- 60x30TX Workshops in eight regions: DFW- twice, Nacogdoches, San Antonio, Houston, El Paso, RGV, Lubbock
- Boards of Regents/Boards of Trustees
- Requested presentations at numerous meetings, including the 2017 State Higher Education Executive Officers (SHEEO) annual meeting
- Presentations, including tri-agency meetings, tri-agency summit, tri-agency report to Gov. Abbott

## Media

- *60x30TX* highlighted in **2017 Texas Economic Development Guides**
- **88** *60x30TX*-specific coverage in major media outlets across Texas and the U.S., including Forbes, U.S. News, Inside Higher Ed, The Chronicle of Higher Education, Education Week, and Community College Week
- More than **177** mentions of the plan in a wide range of media

## Local Adoption Efforts

- 60x30EP El Paso strategic plan
- 60x30NETX Texarkana College
- Texas Affordable Baccalaureate (TAB) expansion  
March 2017

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- Questions/comments

Thank you